

Virginia Slims Legends Fall 1997 Direct Mail Production Schedule

Revised as of 7/16/97

Activity Name	May '97			Jun '97				Jul '97				Aug '97				Sept '97				Oct '97				Nov '97				Dec '97					
	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	
Fall Markets manuscript submitted to Client						6/23	◆	6/23																									
Approval of manuscript						6/30	◆	7/1																									
A&K's and DDCP's							7/7	◆	7/7																								
Client approval of A&K's and DDCP's							7/8	◆	7/17																								
Mechanical Release to Printer								7/18	◆	7/18																							
Print Proof and Blues Review & Approval								7/24	◆	7/28																							
Tapes to mailing house- Nashville, Dallas								7/28	◆	7/31																							
Second Print Proof & Approval (if needed)								7/31	◆	8/3																							
Printing of Fall Markets								8/4	◆	8/18																							
Laserproofs O.K. Nashville, Dallas								8/11	◆	8/11																							
Ship to Nashville Bulk Center								8/15	◆	8/20																							
Drop Ship - Nashville									8/25	◆	8/25																						
Ship to Dallas Bulk Center									8/22	◆	8/27																						
Drop Ship - Dallas									9/2	◆	9/2																						
Sunday Call in date - Nashville																	9/21	◆	9/21														
Sunday Call in date - Dallas																		9/29	◆	9/29													
Tapes to mailing house - Delray																			9/29	◆	9/29												
Laserproofs O.K.- Delray																				10/6	◆	10/6											
Ship to Delray Bulk Center																				10/10	◆	10/15											
Drop Ship - Delray																					10/20	◆	10/20										
Sunday Call in date - Delray																											11/16	◆	11/16				
	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	

EVENT DATES:

Nashville: 10/11/97 - 10/12/97

Dallas: 10/18/97 - 10/19/96

Delray Beach: 12/6/97 - 12/7/97

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